



**2013 Governor's Conference on Postsecondary Education
Trusteeship**

Building a Stronger Workforce through Postsecondary Education

Universities as Drivers of Regional Planning and Development

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Strategic Initiatives; Vision 2015

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Greater Louisville's Education Commitment: 55,000 Degrees

**Governor's Conference on
Postsecondary Education
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September 13, 2013**

Mary Gwen Wheeler
Executive Director

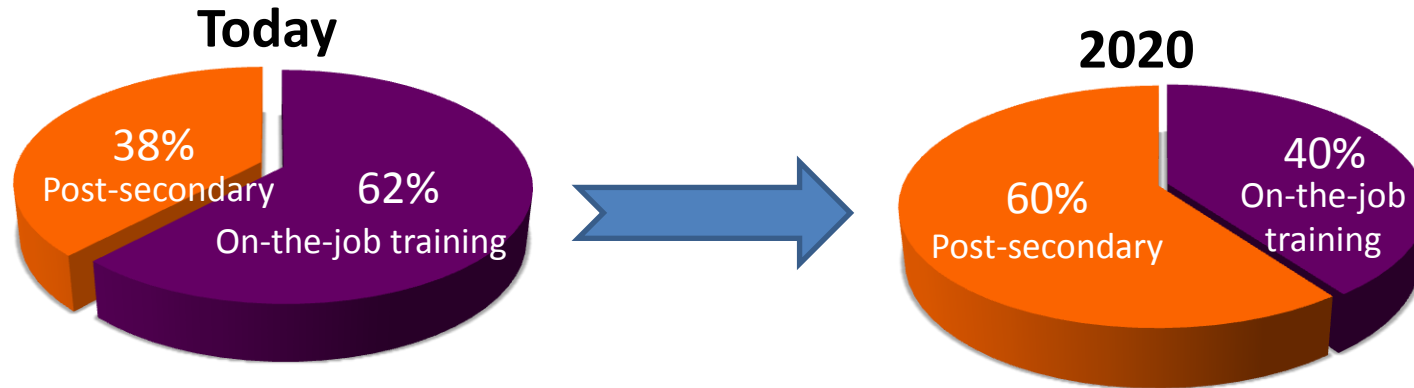


**55,000
Degrees**



More education = More innovation = More jobs

New jobs will require more education



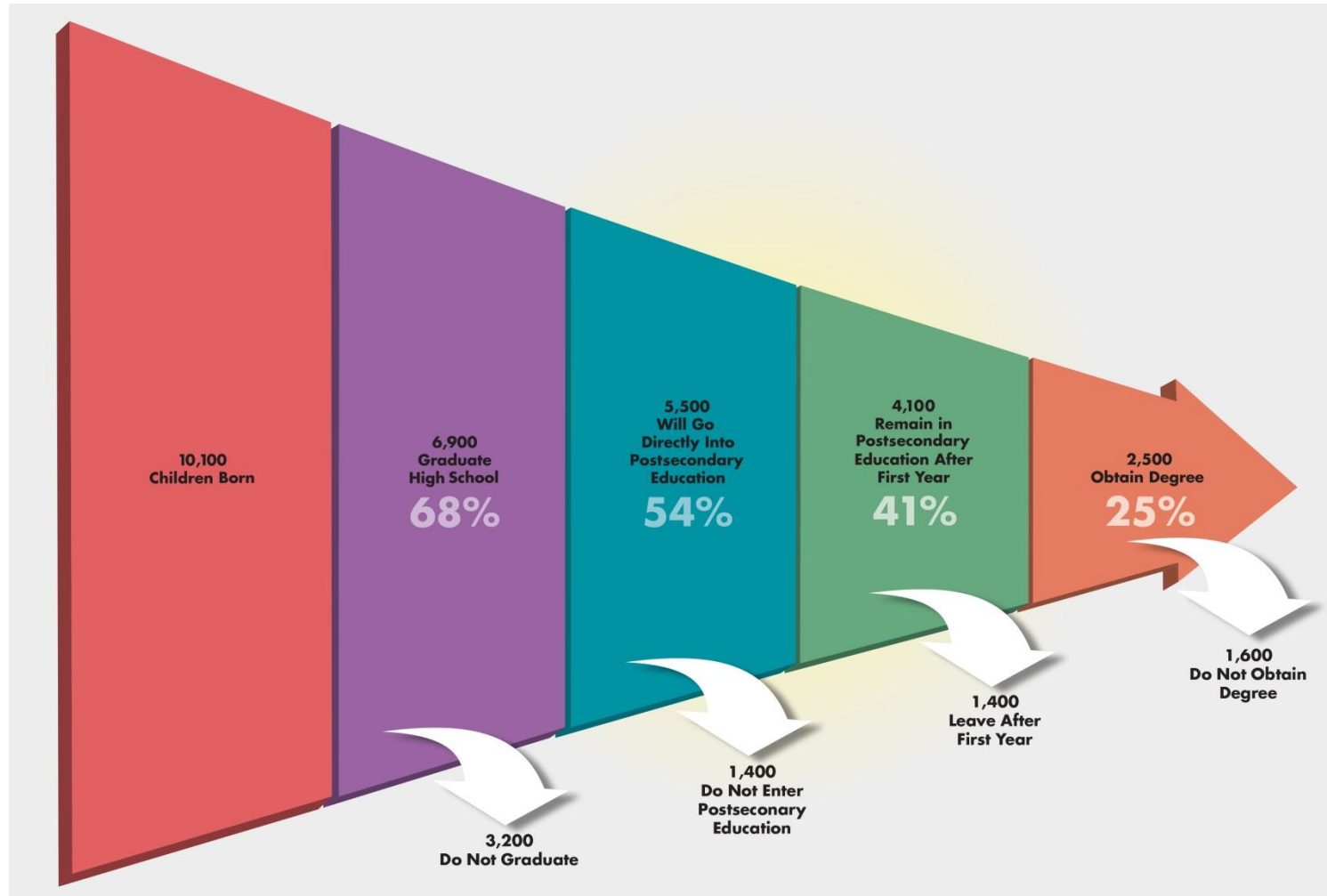
Source: EMSI, TIPS Strategies, excludes military employment

Educated workers in Louisville earn more



Source: "Median Annual Earnings by Education Attainment, Louisville Metro": U.S. Census Bureau, 2006-2008 American Community Survey 3-year average, Table B20004, "Median Earnings in the Past 12 Months (in 2008 inflation-adjusted dollars) by sex by educational attainment for the population age 25 years and over with earnings."

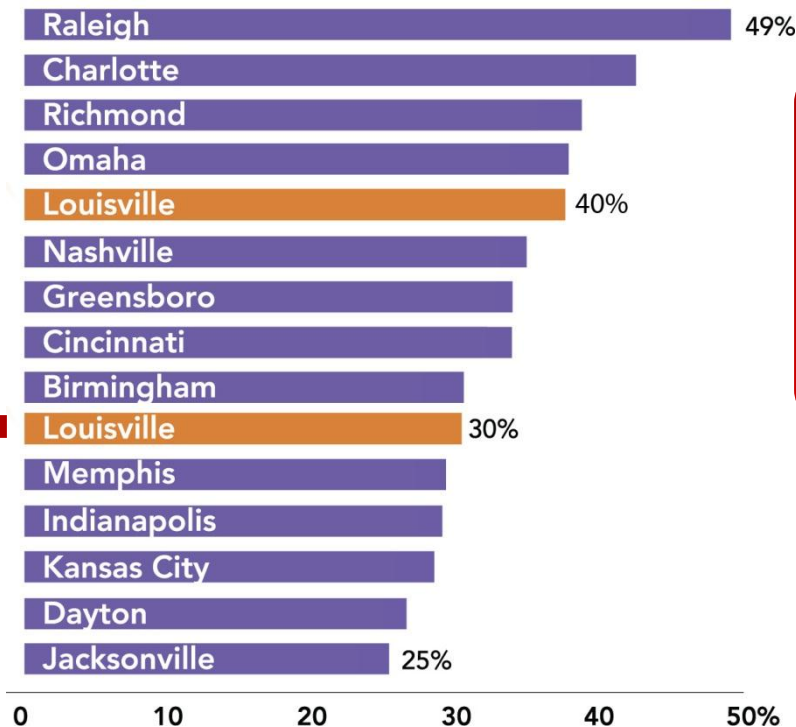
Education Pipeline: Jefferson County, Birth through College



How Louisville stacks up against its competitor cities

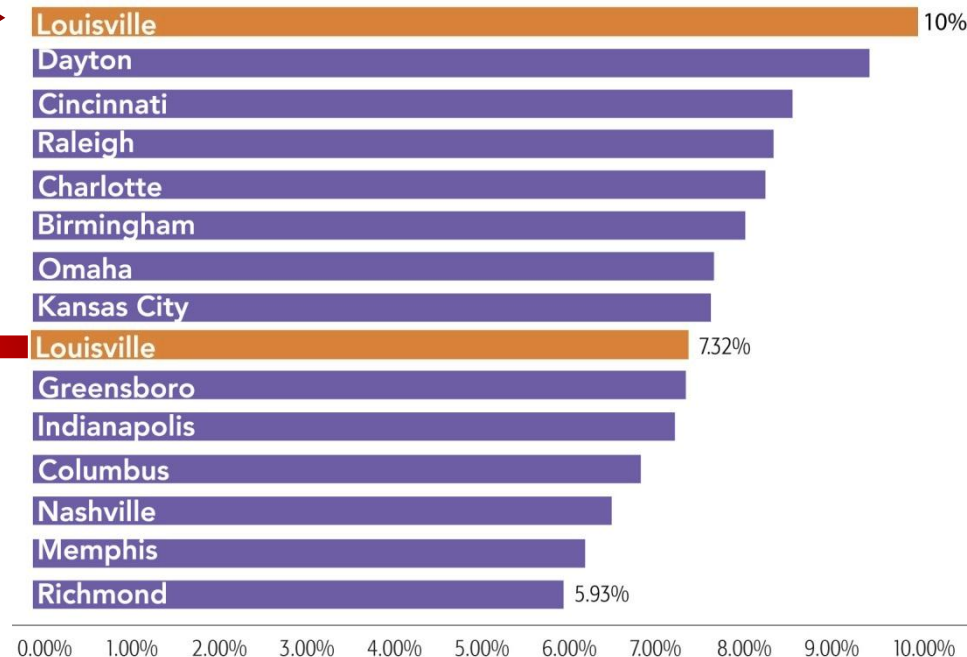
10th of 15 competitor cities in
Working-age population 25 to 64 with
a bachelor's degree or higher

2020



9th of 15 competitor cities in
Working-age population 25 to 64 with
an associate degree

2020



Founding Partner Pledges

23 Organizations & Community Leaders > 55,000 Degrees Board of Directors. All have made a substantial commitment to reach 2020 goal.

- **Higher Education Partners:** 5 colleges & universities collectively pledged 41,907 Bachelor's Degrees and 22,987 Associate Degrees
- **K-12 Partners:** Public and private school systems pledged to send 66,618 high school grads to college
- **Business Partners:** Business leaders and Greater Louisville Inc. pledged to support 15,000 working adults to return to college to complete a degree
- **Funding Partners:** Foundations pledged to increase percentage of grantmaking dollars supporting education
- **Community and Civic Partners:** Local government and nonprofit organizations have pledged to assist 162,953 students, parents and mentors to achieve higher education goals

55K's Collective Impact Framework

Common Agenda (goal)

Greater Louisville Education Commitment
55,000 Degrees Goal
Five Objectives

Shared Measurement System

Annual Progress Reports
Data Dashboard
Agreed upon indicators under 5 Obj's

Constant Communications

Board and Committee meetings,
E- Newsletter, Website,
Brand awareness, communications plan

Mutually Reinforcing Activities

Founding Partner Pledges, Count Me In!
Collective campaigns (FAFSA, College
Application Week, etc.), Student Success
Continuum

Backbone Organization

55,000 Degrees – convene, engage, measure
and report, advocate & celebrate

55K 2.0

Broadening



In one year, nearly 2,000 pledges have been submitted supporting over 10,000 students to complete a college degree!

Deepening

Facilitating Multi-Sector Action Networks

Ex: High School to College Transition –
“Summer Melt”

College Application



FAFSA Completion



HS Graduation



College Enrollment

For more info

55,000
Degrees



www.55000degrees.org



Vision 2015

Northern Kentucky's 10 year
strategic plan for growth



Vision 2015

Transforming Northern Kentucky Through
Talent, Innovation and Contribution

Vision 2015



Each of these areas is dependent on the others for propelling our community forward and transforming our region.



Vision 2015

Transforming Northern Kentucky Through
Talent, Innovation and Contribution

Our Collective Impact Model

Common Agenda

All participants have a **shared vision for change** including a common understanding of the problem and a joint approach to solving it through agreed upon actions

Shared Measurement

Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable

Mutually Reinforcing Activities

Participant activities must be **differentiated while still being coordinated** through a mutually reinforcing plan of action

Continuous Communication

Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation

Backbone Support

Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to **serve as the backbone for the entire initiative and coordinate participating organizations and agencies**



Vision 2015

Transforming Northern Kentucky Through
Talent, Innovation and Contribution

Core Organizational Activities

Guide Vision and Strategy

Support Aligned Activities

Establish Shared Measurement Practices

Build Public Will

Advance Policy

Mobilize Funding

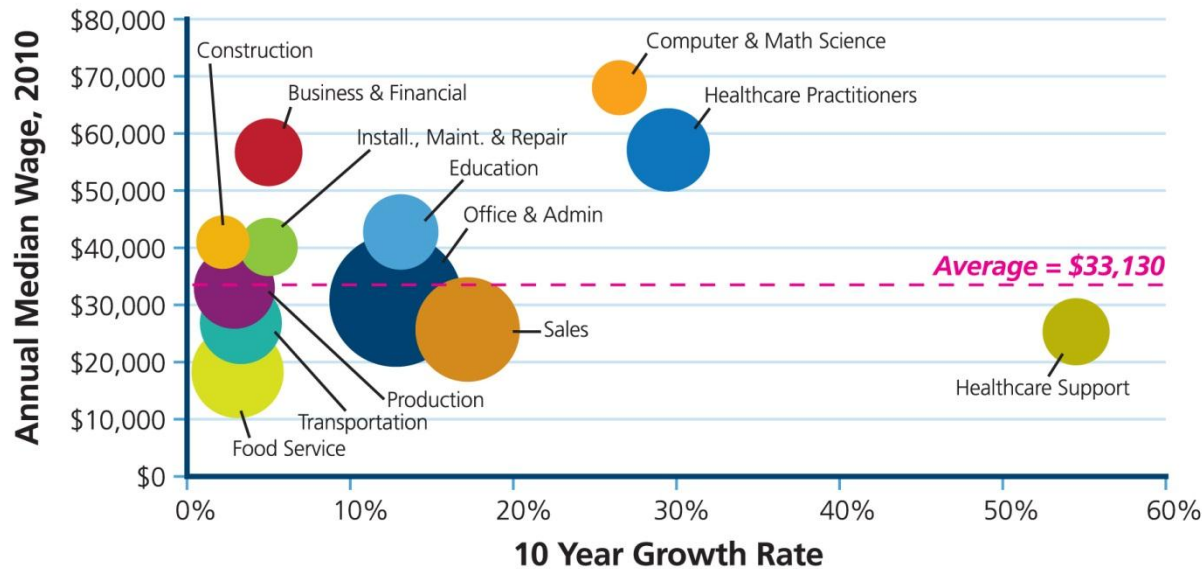


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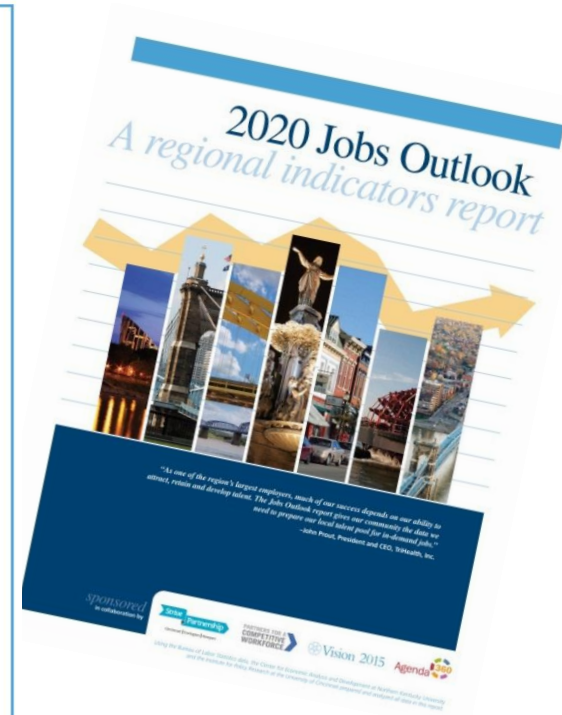
Transforming Northern Kentucky Through
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Collective Impact Example – 2020 Jobs Outlook

12 Largest Growing Occupational Groups by Median Wage and Growth Rate



*Bubble size corresponds with total # jobs in 2020



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